

CASE STUDY: Driving Awareness & Attracting Residents

How fishbat Accelerated Pre-Sales for Luxury Waterfront Condominiums in Just One Month

WatermarkPointe, the first luxury waterfront condominium development of its kind, needed to build immediate interest among prospective buyers. Targeting empty nesters and other high-value demographics, fishbat crafted a digital marketing strategy to generate excitement and drive leads during the early stages of the project.

By combining landing page development, social media marketing, SEO, and email marketing, fishbat helped WatermarkPointe establish a strong presence in the market, generating hundreds of qualified leads before the full website launch.

WATERMARKPOINTE

BREATHTAKING WATERVIEWS • BEACHFRONT LIVING

Through a comprehensive digital marketing approach, fishbat was able to drive:

600 high-quality leads during the initial landing page phase

230 high-quality leads in the first month of promotions

Entire project sold out **6 months** after completion



Our Objective

To drive immediate interest and generate high-quality leads for WatermarkPointe during its pre-construction phase, focusing on empty nesters as the primary target audience.



Our Strategy

fishbat implemented a comprehensive digital marketing strategy designed to attract high-quality leads and convert them into residents. We built dynamic landing pages for lead capture, developed targeted ad campaigns on social media, deployed email marketing campaigns, and optimized WatermarkPointe's online presence through SEM and SEO. Together, these efforts created a steady flow of engagement, driving occupancy rates well beyond the initial goal.

